



## HOWARD COUNTY, MARYLAND

### OFFICE OF PURCHASING

6751 Columbia Gateway Drive, Suite 501, Columbia, MD 21046  
410-313-6370 / Fax 410-313-6388

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#### ***ADDENDUM NO. 2*** ***ISSUED SEPTEMBER 21, 2018***

#### ***EXPRESSIONS OF INTEREST***

***EOI-01-2019***

#### ***ELKRIDGE MAIN STREET SMALL AREA PLAN CONSULTANT SERVICES***

***OPENING: OCTOBER 3, 2018 AT 11:00 A.M.***

<https://www.howardcountymd.gov/Departments/County-Administration/Purchasing>

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This addendum is hereby made a part of EOI No. 01-2019. Please note the following information as a result of the Pre-Submittal Conference on September 13, 2018.

#### **Clarifications/Changes**

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1. Department of Planning and Zoning (“DPZ”) staff discussed the background and impetus for initiating an Elkridge Small Area Plan (“ESAP”). Staff summarized public and private investment opportunities, as well as key efforts such as: a Regional Greenway Plan, the Elkridge Renewal Group led by a current Councilmember, a County streetscape project on a portion of Main Street, the expansion of the Route 1 tax credit program to include Main Street, and a DPZ community meeting held in May 2018 in partnership with the Councilmember and Patapsco Heritage Greenway to inform the small area planning effort.

DPZ staff also summarized the Route 1 master planning effort and explained that the ESAP will occur concurrently and both projects will need to be synchronized. Attached is a summary of the scope of services and general timeline for the Route 1 project. DPZ will facilitate coordination between both efforts.

DPZ staff discussed another initiative to rewrite the development regulations and zoning code into a Unified Development Code. The ESAP will help inform code changes that can be incorporated into the rewrite project.

Finally, DPZ communicated that given the small size of the area and budget, the department is not seeking a voluminous plan but rather something that is simple, straightforward, addresses how to develop a sense of place, and double as a promotional piece for future investment.

2. Item No. 5.2:

**Delete:** Consultants must complete and submit Appendix C and Appendix F with their submission. These forms will not count towards the page limit.

**Replace with:** Consultants must complete and submit Appendix C with their submission. This form will not count towards the page limit.

## Questions/Answers

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1. Is Elkridge in a historic preservation district?  
**Answer:** No, it currently is not but this plan will look at whether a single site or multi-site district should be considered.
2. Do you have an idea of what the boundaries should include?  
**Answer:** We are looking to the consultant to determine the boundaries. We discussed boundaries at the community meeting. They should include Main Street as the primary area and include a study area beyond Main Street, that includes features of significance, and allows for opportunities to access the Patapsco river front and connections to regional bikeways. The boundaries should be outside of the area of the Route 1 master plan study.
3. Is there any desire to connect the two parts of Main Street together?  
**Answer:** Yes, many in the community have expressed a desire but some are not interested in a connection. This concept carries many challenges such as, grade differential, CSX railroad, etc. and would most likely be a pedestrian rather than vehicular connection.
4. What are the expectations for community engagement?  
**Answer:** The County will work with the selected Consultant on a community engagement plan. There are a number of opinions; the approach should acknowledge longstanding community concerns that the County hasn't invested in the area. The County expects significant community participation and envisions a series of community meetings. The level of engagement will be developed during scope development. The content and format will be important so the community may participate in a meaningful way. Given the importance of design, one format option could be a design workshop. DPZ will work with the selected team to develop the engagement process during scope development and will coordinate engagement activities of the ESAP and the Route 1 Master Plan.
5. Is there any desire/effort to relocate Ellicott City businesses here?  
**Answer:** The Economic Development Authority ("EDA") is working with the businesses, with one of the goals to keep them close to the Ellicott City Main Street area. Therefore, moving those businesses to Elkridge would not be consistent with that goal.
6. Was a Tourism Development Study recently completed by a non-profit group?  
**Answer:** No, DPZ had recently applied for a Maryland Heritage Areas Authority grant to support the planning effort, which included developing heritage tourism opportunities for the area, but there was no study and the grant was not awarded.
7. Are there political and community differences and how will the upcoming elections affect this project?  
**Answer:** This is an unknown. The County will have five new council members beginning in November, whom area likely to have varying viewpoints.
8. What is the timing with the Route 1 Master Plan?  
**Answer:** We are now beginning Route 1 and will likely have data by end of the year. The ESAP will begin after the solicitation process so we are targeting November. We estimate completion in 6-8 months.
9. Is the Consultant expected to provide a market analysis?  
**Answer:** We are looking for a consultant with market experience that can review the data coming out of the Route 1 master plan and supplement it with additional details or fill in missing pieces. The Route 1 planning effort will target opportunity areas, or nodes, so data will differ within the entire 11 miles. The

Elkridge analysis would be concentrated at the micro level, and will need to consider whether the market drives Elkridge or if Elkridge drives the market.

10. What are the minority subcontracting requirements?  
**Answer:** 15% MBE is required only if the contract is \$50,000.00 or over. However, if the prime is a certified MBE/WBE/DBE they can count 100% of the work they self-perform on the contract.
11. Where is the price proposal page in the solicitation?  
**Answer:** This solicitation does not have a price proposal page. The selected Consultant will enter price negotiations with the County.
12. Are there any federal funds involved?  
**Answer:** No, all funding is from the County.
13. Are there any historic studies of the area?  
**Answer:** The County is aware of older plans for Greater Elkridge that stretches to Route 100. The only recent study is a feasibility study for sidewalk improvements along the residential portion of Main Street.
14. Is form 330 a required document to be submitted?  
**Answer:** Yes, SF330 is a required document.
15. What does the submittal consist of?  
**Answer:** The submittal consists of the technical submittal as specified in Item No. 5.1. This shall be no more than (5) typed written pages. Also, SF330 as specified in paragraph 6. It includes the 10 resumes, and 10 projects.
16. What are the County's expectations for design guidelines?  
**Answer:** The guidelines should be approached from an urban design perspective; and would likely include varying levels that express concept, relationships, and intent. They do not need to address a granular level of architectural detail such as building materials, fenestration, or color schemes, but rather should focus on form, similar to form based code criteria (i.e. minimum/maximum height; relationship between key architectural elements).
17. Is the County open to a shorter period of performance?  
**Answer:** The 6-8 month timelines is an estimate, anticipating that public engagement will need to be scheduled around holidays and other important DPZ initiatives. However, as long as the public engagement process works, the County is open to a non-traditional, compressed approach.
18. Appendix F wasn't included.  
**Answer:** Appendix F is not needed. Refer to clarification Item No. 2 above.
19. Due to the limited budget for this project, can the County assist with mailings, outreach and meeting preparation?  
**Answer:** Yes, DPZ will assist with securing meeting venues, providing meeting outreach/messaging, and assisting with other administrative tasks related to public engagement including maintaining a website for the planning effort; <https://www.howardcountymd.gov/Departments/Planning-and-Zoning/Community-Planning/Community-Plans/Elkridge-Main-Street-Area-Plan>. The Consultant shall be responsible for content, presenting and facilitating at meetings and workshops. The Consultant shall be responsible for making it all come together.
20. Item No. 6.5 of the solicitation calls for the Consultant to be a registered professional engineer in the State of Maryland, is this correct?  
**Answer:** No, the project manager requirement has been changed by Addendum No. 1 to a planning and design professional.

21. What will the expectations be of the Consultant? What role will the Route 1 Master Plan Consultant play?  
**Answer:** Community engagement; acknowledging and addressing community concerns, involving community participation by conducting a series of community meetings. The content and format of those meetings will be important. The Consultant should also consider economic and market analysis in their evaluation. The ESAP should support the Route 1 Plan as a companion project without overlapping or creating planning fatigue. The County suggests that the Consultant read the SWOT Analysis which is available online at <https://www.howardcountymd.gov/Departments/Planning-and-Zoning/Community-Planning/Community-Plans/Elkridge-Main-Street-Area-Plan>. The Consultant may be requested to develop marketing mailings.

#### **Attachments**

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- Pre-Submittal Conference Sign-In Sheets.
- RKG Associates, Route 1 Corridor Master Plan, Scope of Services and Timeline.

All other specifications, terms and conditions remain the same.

Please acknowledge addenda by signing below and returning with the submittal. Failure to acknowledge this addendum may be cause for rejection.

#### **ADDENDUM RECEIVED BY:**

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Title

EHB:rlc



Office of Purchasing  
Pre-Submittal Conference

**EOI-01-2019, Elkridge Main Street Small  
Area Plan Consultant Services**

IT IS IMPORTANT TO COMPLETE THE GRAY AREAS OF THIS  
FORM AS IT WILL ASSIST HOWARD COUNTY'S ONGOING  
EFFORTS TO OBTAIN MBE/DBE/WBE PARTICIPATION.

September 13, 2018 at 1:00 p.m. – 6751 Columbia Gateway Drive, Suite 501, Columbia, MD 21046

PRINTED NAME OF REPRESENTATIVE	COMPANY NAME	IS YOUR COMPANY EEO/MBE CERTIFIED?	TELEPHONE & FAX NUMBER	E-MAIL ADDRESS	INTERESTED IN BEING A SUB- CONTRACTOR? CHECK HERE
Peter G. Conrad	Howard County Planning + Zoning			pconrad@howard county.md.gov	
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Valdis Lazdins	DPZ			vlazdins@...	
Amy Gowan	DPZ			agowan@howardcounty.gov	
David Ager	Townscape Design		410 531 2621 301 704 4404	dager@townscape-design.com	
GREG AULT	AECOM		703-980-0775	greg.ault@aecom.com	
Matt Damico	DESIGN COLLECTIVE		410 685 6055	mdamico@designcollective.com	
Lindsay Young	DMS Cost estimate		410-740-1671	lyoung@dmsscs.com	
Megan Maffeo	Flora Teeter	X	410 529 8395	mmaffeo@florateeter.com	X
KATHARINE R. MARTIN	CENTURY ENGINEERING		443-589-2400	kmartin@centuryeng.com	
JoAnne Schneider	Chrysalis Collaborations	X	410-381-3742	joanne@chrysaliscollaborations.com	
John Bachmann	AECOM	X	703.989.4443	john.bachmann@aecom.com	
Ed Steere	Valbridge Prop. Adv.		443 333 5521	esteere@valbridge.com	X





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Pre-Submittal Conference

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Zoha Niazi	PELA Design, landscape Arch	Y	410.296.3990	Zoha@peladesign.net	
KEITH SULLIVAN	MOSELEY ARCHITECTS	N	410.539.4300	ksullivan@moseleyarchitects.com	
VERONICA MCBETH	Kittelson & Assoc.	N	202.246-8428	vmcbeth@kittelson.com	yes
Davin Hong	Living Design Lab	Y	410 928 4056	dhong@livingdesignlab	Y

**Master Plan for U.S. Route 1 Corridor Consulting Services**  
**RKG Associates, Inc. Team**

Task No.	Task Description	
<b>PHASE 1</b>	<b>PROJECT INITIATION</b>	<b>Fall 2018</b>
Task 1	Review of Relevant Reports, Studies and Other Background Data	
Task 2	Project Kick-off meeting	
<b>PHASE 2</b>	<b>ECONOMIC AND DEMOGRAPHIC TRENDS ANALYSIS</b>	<b>Fall 2018</b>
Task 3	Demographic and Economic Base Analysis	
<b>PHASE 3</b>	<b>EXISTING CONDITIONS ANALYSIS</b>	<b>Fall and Winter 2018</b>
Task 4	U.S. Route 1 Corridor GIS Land Use Analysis	
Task 5	Development trend Analysis of Major Land Use Categories	
Task 6	Real Estate Market Supply/Demand Analysis	
Task 7	Urban Design Analysis	
Task 8	Corridor transportation and Transit Planning Assessment	
<b>PHASE 4</b>	<b>ANALYSIS OF AREA (RE)DEVELOPMENT OPPORTUNITIES</b>	<b>Winter 2018/Spring 2019</b>
Task 9	Analysis of Area (re)development Potential	
Task 10	Key Property Owner and Real Estate Developer Interviews	
Task 11	Inventory of Existing County and State Economic Development Tools	
Task 12	Preliminary (re)development Conceptual Scenarios	
Task 13	Site (Re)development Feasibility Analysis	
Task 14	Define Assumptions and Transportation Scenarios for Analysis	
<b>PHASE IV</b>	<b>(RE)DEVELOPMENT SCENARIO REFINEMENT AND IMPLEMENTATION STRATEGY</b>	<b>Spring through Fall 2019</b>
Task 15	Expert Panel/Developer Roundtable	<b>Spring through Fall 2019</b>
Task 16	Final Conceptual Framework and Urban Design Concepts	
Task 17	Refined Transportation Recommendations	
<b>PUBLIC ENGAGEMENT MEETINGS</b>		
–	Meeting 1 – Kickoff Meeting	<b>August 2018</b>
–	Meeting 2 – Community Workshop <b>15<sup>th</sup></b>	<b>November 14 and</b>
–	Meeting 3 – Joint County Council and Planning Board Work Session	<b>Spring 2019</b>
–	Meeting 4 – Property Owner/Developer/Agency Roundtable	<b>Spring/Summer</b>
–	Meeting 5 – Public Open House	<b>TBD – Spring or</b>
–	<b>early Fall 2019</b>	
–	Meeting 6 – Presentation to County Council and Planning Commission	<b>Fall 2019</b>
–	Planning Staff Meetings	